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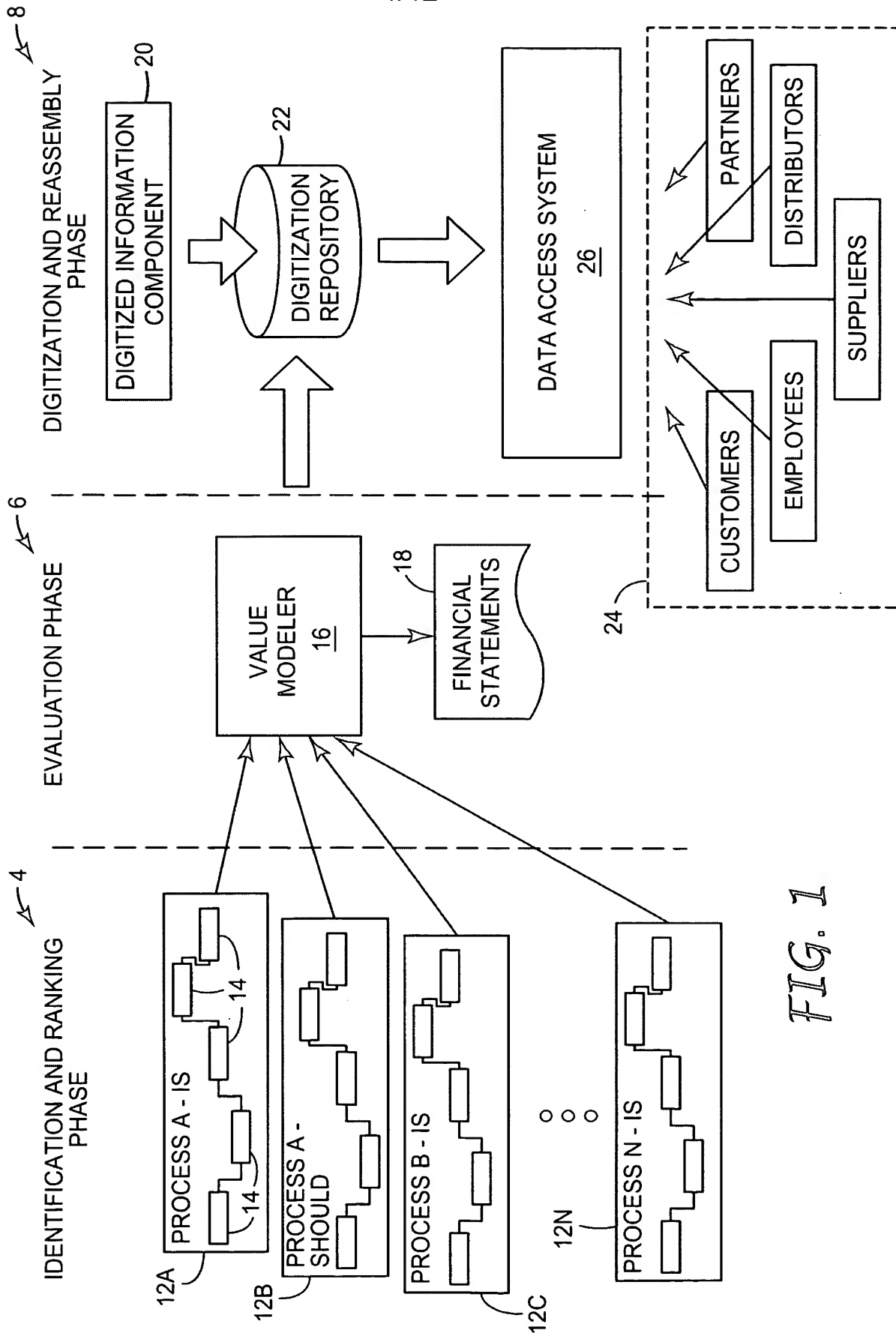


FIG. 1

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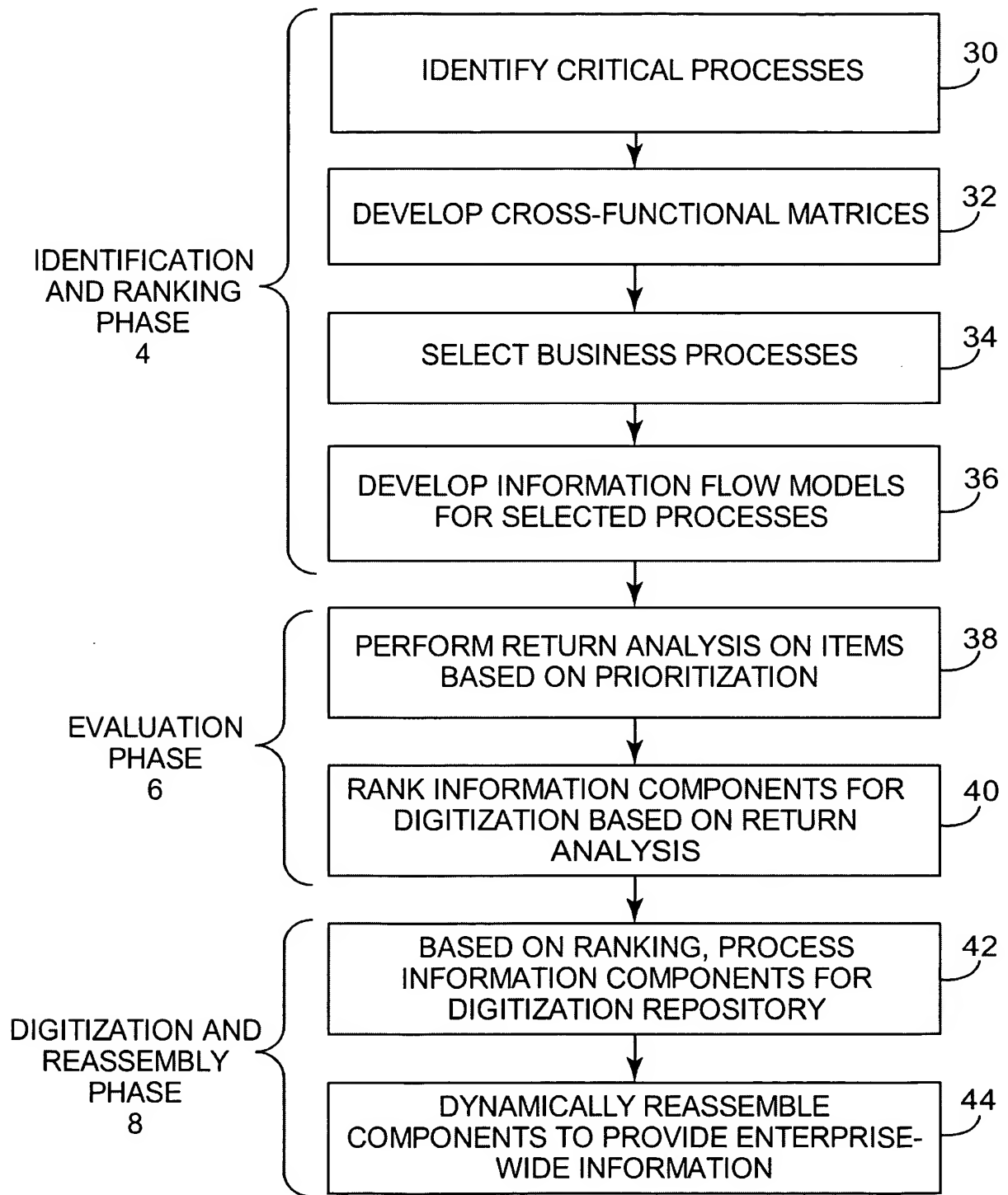


FIG. 2

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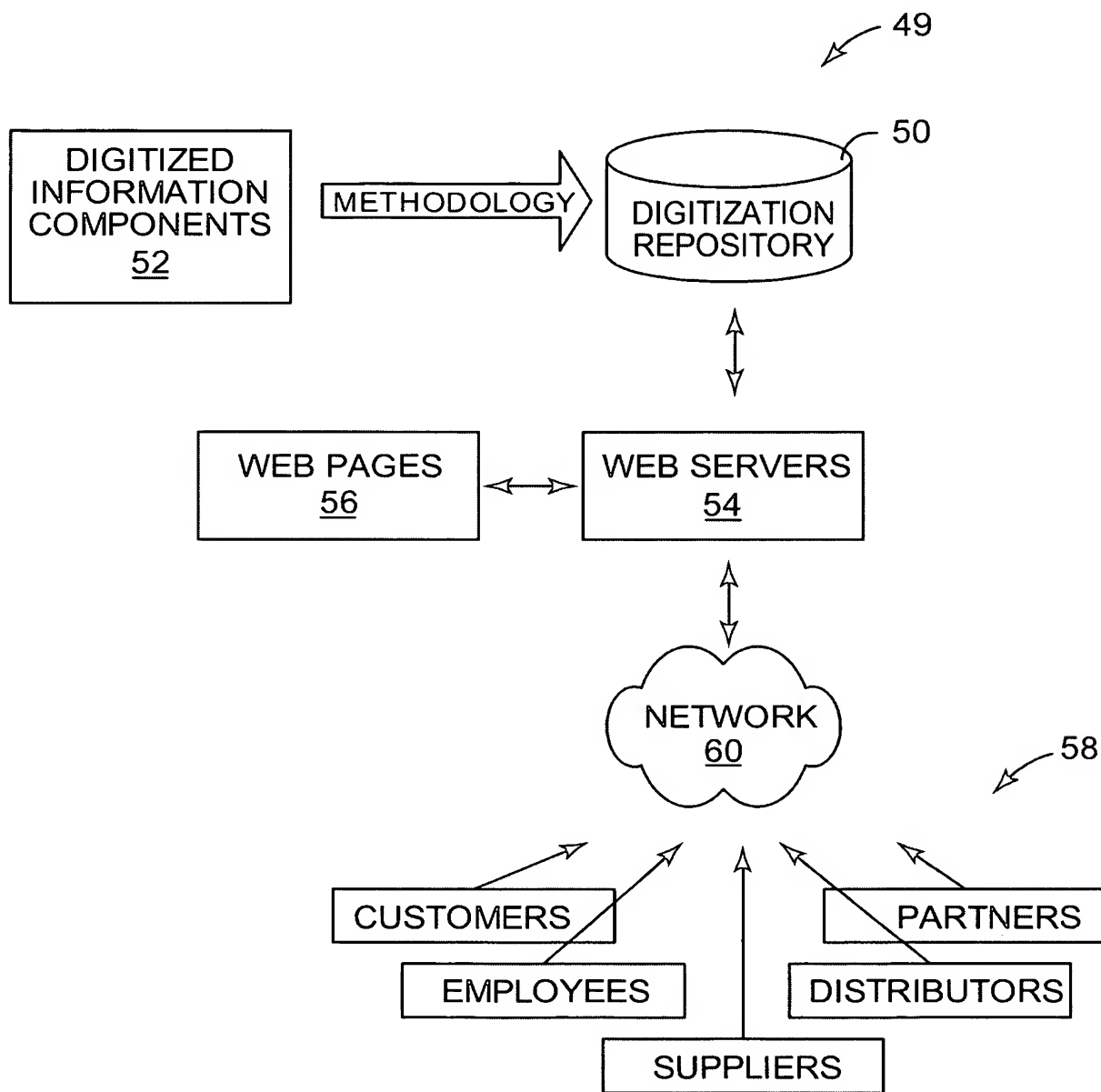


FIG. 3

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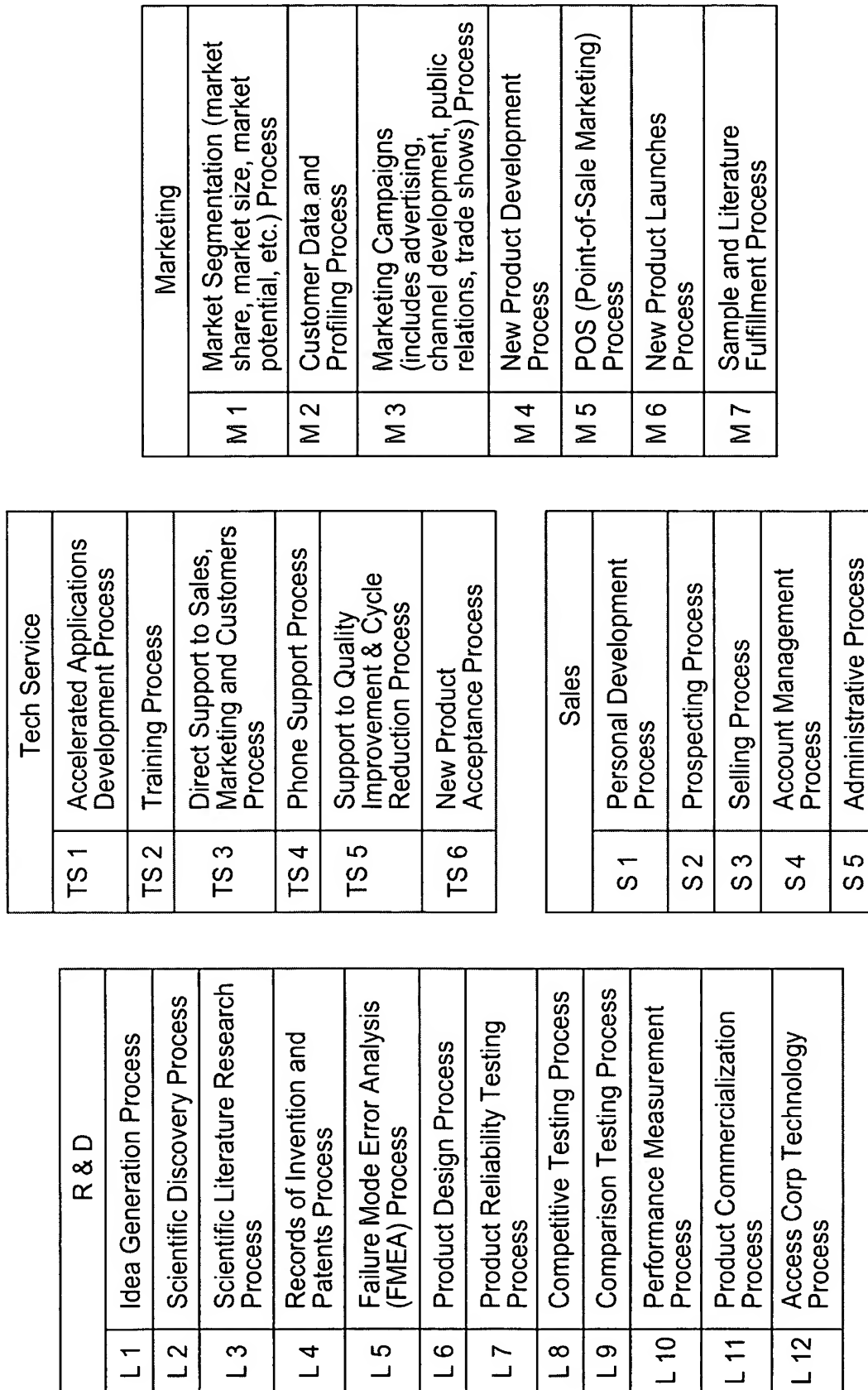


FIG. 4

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Cross-Functional Matrix (Most Used by Processes)

72 →

82 →

Information Component	# Uses Per Yr	Marketing	Sales	Tech Service	Lab	Total
Features/Advantages/Benefits (FABs)	4421	6	1	7	9	23
Complaint Information	4107	7	2	6	8	23
Competitive Bulletins	4107	4	5	5	8	20
Competitive Information	4107	4	5	5	6	20
Customer Requirements	3855	7	1	5	11	24
Questions and Answers (FAQ questions)	3756	6	2	5	0	13
Warranties	3660	5	3	4	0	12
Datasheets	3591	3	2	4	11	20
Pricing - All Levels - All Channels	3531	7	2	3	4	16
Application/Use Presentation	3504	6	2	5	0	13
Contact Information (name, location, role)	3453	7	1	3	9	20
Pricing - Unit Cost	3447	4	2	3	4	13
Product Selection Guide	3399	4	0	5	3	12
Product Image (web use)	3396	4	2	4	9	10
Catalogs	3372	6	0	4	9	10
Customer Information (company, industry)	3369	7	0	3	6	16
Brochures	3360	4	1	4	9	9
Product Image (print)	3336	4	2	3	9	9
Product Manuals	3318	4	0	4	1	9
Training Manuals	3318	4	0	4	1	9

FIG. 5

74 —

76 —

78 —

80 —

89 ↗

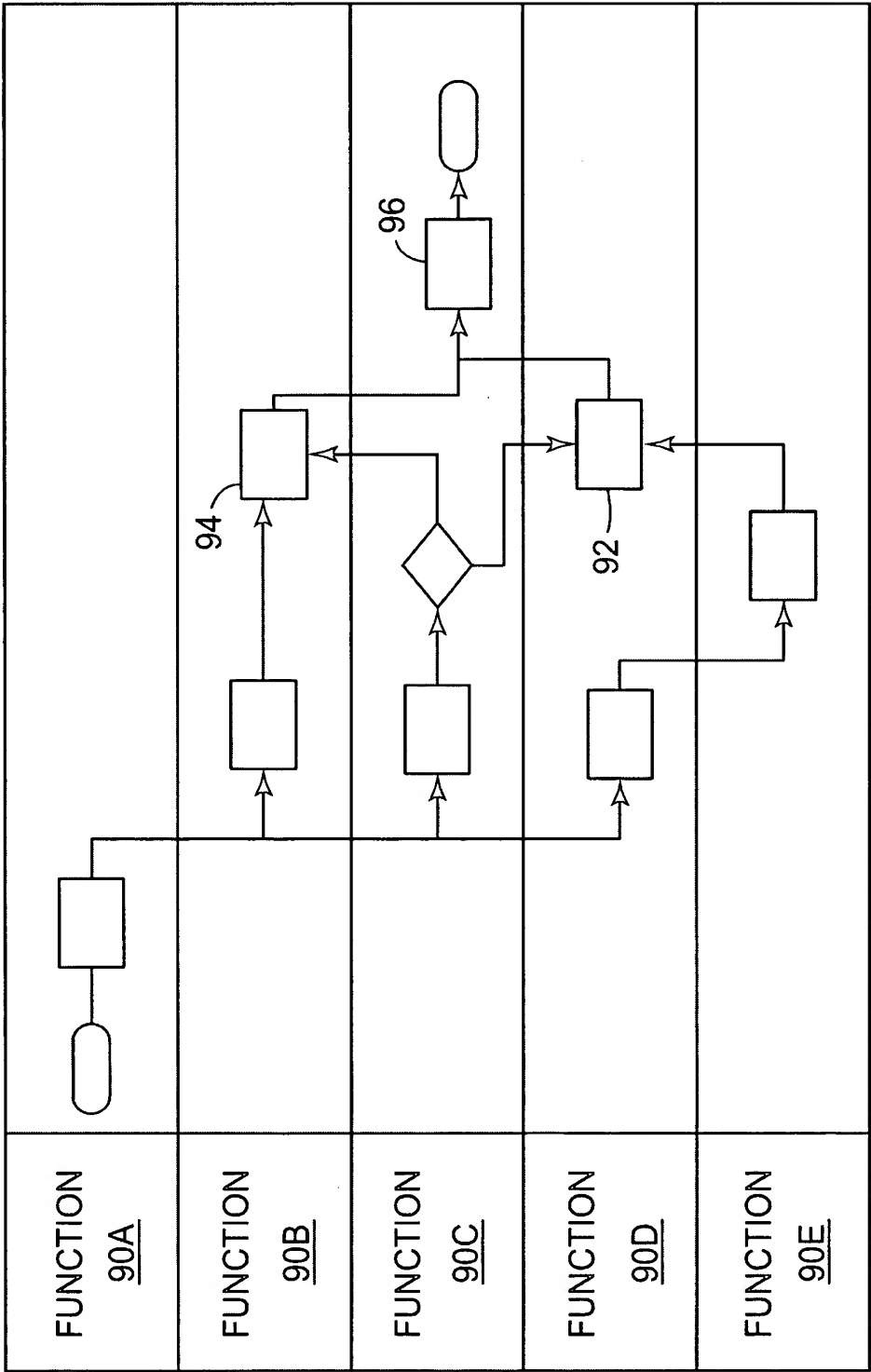


FIG. 6

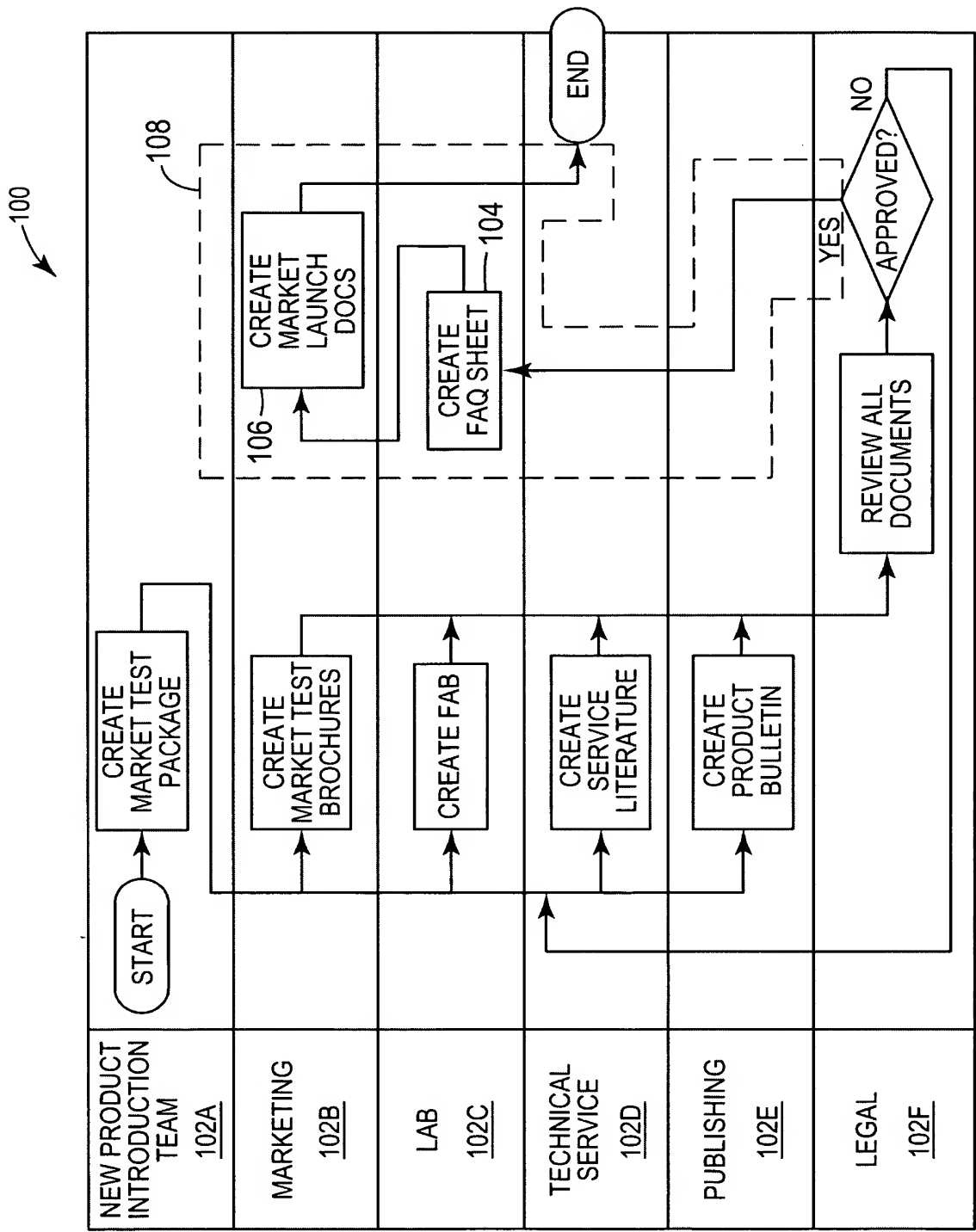


FIG. 7

110

Custom Properties

Enter description and values for this step:

Description:	Review Technology	112
Elapsed Time:	120	114
Loop/Branch Weight:	1	116
Total Resource Time:	1.50	118
Resource Quantity:	1.00	120
Resource Type:	Employee-Class 12	122
Resource Hard Cost %	0.00%	124
Total Resource Cost Override:		126
Material Cost Description:		128
Material Cost:	25	130
Material Hard Cost %	100.00%	132
Shape Number:	6	134
Shape Number Text:		136
Hide Shape Number:	False	138
Critical Path:	True	139

OK CANCEL

FIG. 8

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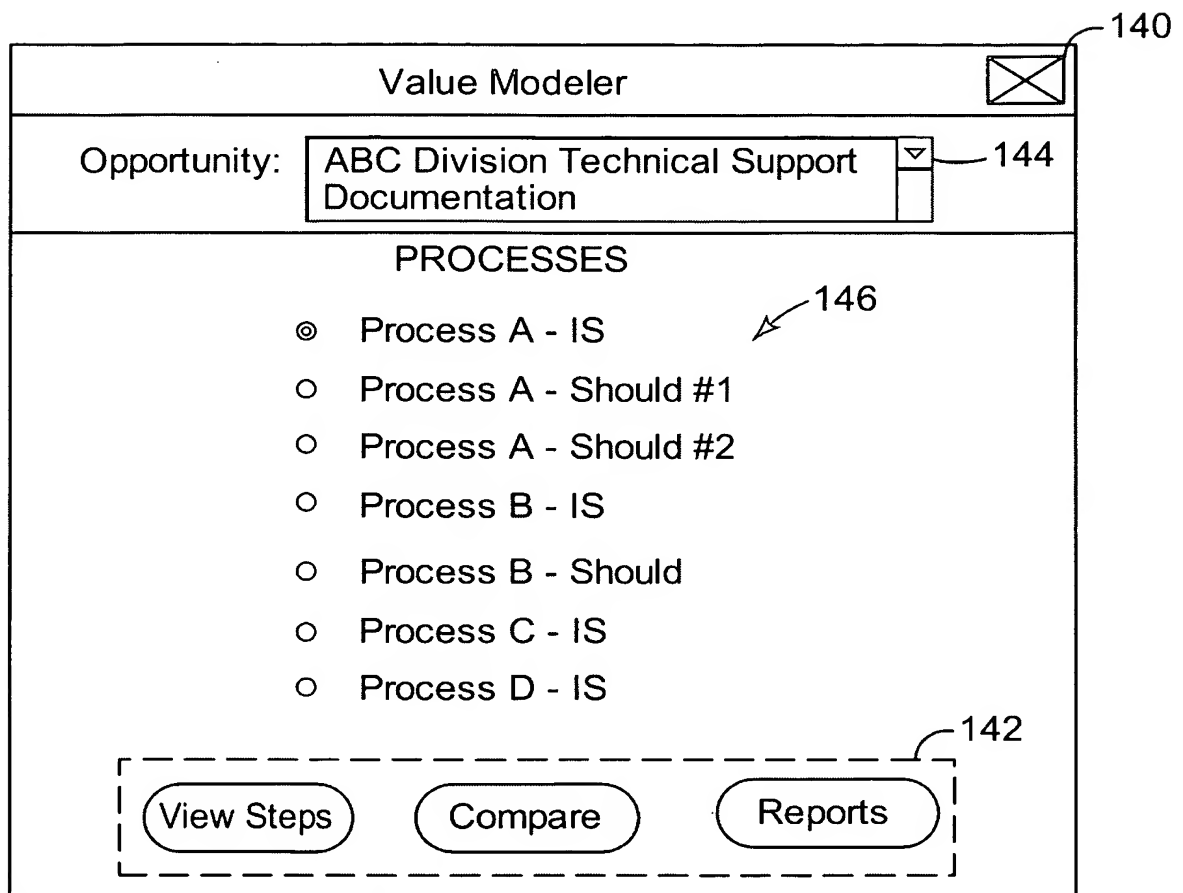


FIG. 9

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150

Process A - IS				
Shape#	Step Name	Total Cost	Actual Hours	Elapsed Hours
1	Pull from staging area and load for customer	\$121.74	2.59	10.36
2	Inform Project Coordinator that file has been forwarded to Vendor	\$10.00	0.21	0.21
3	Send paper copy of Price Book to Contractor	\$3.90	0.08	1.00
4	Start	\$0.00	0.00	0.00
6	Work with division to gather necessary information	\$9.11	0.19	7.75
8	Create MS Excel file from PDF	\$1.14	0.02	0.07
9	Send MS Excel file to Project Coordinator	\$3.15	0.07	5.18
10	Discuss with Project Coordinator to resolve product number duplicates	\$20.33	274.08	997.33

160

158

156

FIG. 10

Value Modeler

Total Cost By Function Report

160

162

Support Units Title: Digitization for ABC Division

164

Support Units Description: Identify and evaluate opportunities for digitization within ABC Division

166

Process Name: Process A - IS

168

Process Description: Current process for developing technical documentation for the ABC

Forcaster:

Valid Start Date:

Date Entered:

Valid End Date:

170

Function Name:	Hard Dollars:	Soft Dollars:	Total Dollars:
Data Analyst 1 (DA)	\$0.00	\$1,729.80	\$1,729.80
Lead Data Analyst (LDA)	\$0.00	\$780.20	\$780.20
Project coordinator (PC)	\$0.00	\$478.02	\$478.02
Data Analyst 2 (DA)	\$0.00	\$238.00	\$238.00
Client	\$0.00	\$180.56	\$180.56
Customer	\$0.00	\$50.90	\$50.90
Programmer	\$0.00	\$11.75	\$11.75
Selling Organization	\$0.00	\$3.71	\$3.71
Function Totals	\$0.00	\$3,482.98	\$3,482.98

Division

FIG. 11

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Value Modeler
Opportunity Summary Report

182

Support Units Title: Digitization for ABC Division
Support Units Description: Identify and evaluate opportunities for digitization within ABC Division
Forecaster: Valid Start Date: Valid End Date:

184

Process Name:	Current	Total Hard Dollars	Total Soft Dollars	Total Dollars	Actual Hours	Elapsed Hours
Process A - IS	<input checked="" type="checkbox"/>	\$0	\$12,882	\$12,882	274	997
Process A - SHOULD		\$0	\$8,005	\$8,005	170	200

186

FIG. 12